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REPORT TO

TRADE CONVENTION CENTRE OPERATIONS COMMITTEE

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Space and Facilities Report

On

Lloyd D. Jackson Square

Trade and Convention Centre

D. W. Roughley

L. Russell

5 December 1973





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## Introduction

The Province of Ontario and the City of Hamilton have agreed to proceed in partnership with the design and construction of a Trade and Convention Centre and Office Tower on vacant land situated north of the Theatre-Auditorium and bounded by King Street on the north, MacNab Street on the east, Theatre-Auditorium on the south and the west line limit of the Theatre-Auditorium extended northerly to King Street on the west.

The following has been agreed to between the City of Hamilton and the Province of Ontario:

- a) That the property for the Project will be conveyed to the Province by the City for the sum of \$1.00.
- b) That the Province (Ministry of Government Services) will design and construct the Trade and Convention Centre and a Provincial Office Tower atop the Centre.
- c) That the City of Hamilton will design and construct a two-level parking garage (partly under the Trade and Convention Centre) and that upon completion of the parking garage, the Province will reimburse the City for the costs (on an agreed basis) for the portion of the parking garage which is directly beneath the Trade and Convention Centre and Provincial Office Tower.
- d) Will rent parking spaces

This report has been prepared on the basis of the following review and study of:

- a) Interim Report 20 January 1969 by Don Jewel, Manager of the Memorial Coliseum, Portland, Oregon.
- b) Study in Community Pluralism space and facilities report for the Hamilton Theatre-Auditorium and Trade and Convention Centre by Bolt Beranek and Newman of New York, 3 February 1969.
- c) Report and Recommendations of Douglas Goadby of Show Management Incorporated of Toronto dated 31 December 1971.
- d) Various Meetings and interviews with trade show managers, Hamilton area commerce and industrial representatives, etc.
- e) Tour of Trade and Convention Centres in Canada and United States in:

Quebec  
Winnipeg  
Phoenix  
Tucson  
Dallas  
Calgary





- f) Site
- g) Plans submitted by Province (Trevor Garwood Jones)

### Objectives

In our opinion after review of the available data and the tour taken, that it is important that we establish the objectives of our Trade Centre as it relates to the site on which it is proposed to be built.

Contrary to the previously accepted and approved objectives, we recommend that the City of Hamilton Trade and Convention Centre be constructed to serve the following, in order of priority:

1. Conventions and associated trade shows
2. Trade shows and Exhibitions
3. Banquets and public assembly
4. Dances and Social Activities
5. Large audiences

### Benefits

The benefits of a Trade and Convention Centre to the City of Hamilton are numerous and include:

- a) A facility that will cater to the needs of Hamilton people and industry. At present these users must go to other cities to obtain similar accomodations and with them goes the money that supports these out of town centres.
- b) A facility that will encourage Regional, Provincial, National and International Conventions to come to Hamilton. It is estimated that the average convention delegate spends \$40.00 per day and that the average convention runs 2-1/2 days. This is an average of \$100.00 per delegate. For a convention of 500 delegates, we can expect that a minimum of \$50,000 will be spent in Hamilton. It is also estimated that the money turns over 2-1/2 times which means \$125,000 of increased business for the City merchants. This figure does not include the rental of meeting facilities, or the revenue to florists, printers, cartage companies, caterers, local entertainers and the travel industry. Another important factor not taken into consideration in this total, is the money spent by delegates who arrive a few days before a convention or who stay on in the City for a few days after a convention.



- c) An impetus for other development in the immediate area.  
A trade centre will certainly attract new hotels, stores and other related services.

### Conventions and Associated Trade Shows

The prime requirement for the recommended building should, in our opinion, be to house conventions and associated trade shows. Accordingly we recommend the following in summary:

The building should house the following main functions:

a) Banquet Room

- Minimum 23,000 square feet
- 30 feet clear head room
- second level location
- divisible into two (2) equal rooms

b) Exhibition Hall

- Minimum 20,000 square feet
- 22 feet clear head room
- first level location
- divisible into at least six (6) rooms or any combination

c) Meeting Rooms

- located in mezzanine level, (level (3) and level (4)) above mezzanine

d) Trucking Area

- access area
- ramps
- truck elevator
- loading and unloading area
- storage

e) Servery

- serving tables
- electrical outlets - to serve 2,000 people
- refrigeration
- freezer
- ice cube maker





f) Lobby

- main lobby
- central
- accessible to various levels and functions
- escalators

g) Concourse

- main access to Exhibition and Banquet Hall
- near meeting room areas
- easily accessible to lobby

h) Service Corridors

- accessible to meeting rooms
- accessible to banquet hall
- accessible to exhibition hall
- accessible to service elevators
- different levels

i) Cloak Rooms

- Exhibition Hall
- Banquet Hall

j) Refreshment Booths

- prefer movable type

k) Box Office

- permanent at first level (minimum for (4) ticket booths level 1
- some portable for other levels - two (2) ticket booths level 2





## (a) Banquet Room

### (1) Space Allocation

The banquet room should have a minimum 23,000 square feet of column free area and should be divisible into two (2) sections. The measurement or size of each section is in part dependent on the location and design of the booth layout and the utility grid system in the floor.

### (2) Seating

Seating for banquets should accomodate a minimum of 2,000 people. It is recommended that:

- a) consideration of folding and stacking chairs be considered at a later date
- b) that chairs be upholstered
- c) that bleachers not be provided for this area
- d) that 60" circular tables be used (seating 8 persons)

### (3) Booth Grid and Utility Ports

Booth grids should be established on the basis of 10' x 10' booths with minimum of 10 feet aisles. The booth grid should be established for the Banquet Room and the two (2) sections in the most efficient manner.

Accordingly, utility ports should be laid out to fit with the approved booth layout and provide access to:

- a) Electrical connections to 3 phase, 4 wire ground 550 volt power split to 220/208 - 120 volt
- b) Telephone taps
- c) Cold water with 1" connections
- d) Waste water connections
- e) Natural Gas
- f) Space ducts for additional temporary services



#### (4) Head Room and Ceiling

The Banquet Room should have a minimum of 30 feet clear height to the underside of a suspended ceiling. The ceiling should provide a lighting and sound system which is compatible with banquet use and should relate to the booth grid below.

Service catwalks must be provided above the ceiling to provide total flexibility in terms of maintenance of lighting and sound system, drop lines and special equipment. The catwalks should be on a 10' x 10' grid to correspond with the booth module.

#### (5) Lighting

Separate incandescent lighting systems with dimmer control must be provided to allow for different types of lighting required for banquets, dances and large seated meetings. The system must be flexible to permit control by zones.

The ceiling should also be the main source of exhibit lighting, which should be a warm mercury vapour type.

#### (6) Sound Requirements

Acoustics is a problem in this type of facility and considerable effort will be required to provide the best in sound in the hall as it relates to acoustical requirements.

- a) Walls will be required to absorb general noise
- b) High quality sound system should be provided and properly zoned.
- c) Roof will be required to be specially designed.
- d) The divisions between the two (2) units or sections should be retractable to the full height with a sound absorbing partition system. The partition system should be stored in a storage area and partitions should be of such a design to be able to be moved by hand.

#### (7) Floor

The floor of the Banquet Hall should be of a hard polished material (high density terrazo) and completely waterproofed to allow for easy floor maintenance. The following is also recommended:

- a) Minimum live loading = 300 pounds per square foot
- b) Flooring should be carpeted to fit with rendering of room and in strips which can be raised and stored.





### (8) Servery

A kitchen should be provided to receive, hold and warm food and beverages for 2,000 people at this level or the level below and should include the following:

- a) necessary electrical outlets for warming food
- b) refrigeration
- c) freezer
- d) sinks
- e) ice cube machine

Space will be required for special equipment needed for banquets such as linens, glassware and cutlery. In addition, we recommend that the servery be close to service elevators and that service corridors be provided at all levels to provide for movement of foods with least disturbance to meetings and lobby areas.

### (9) Refreshment Booths

In our opinion some portable refreshment booths will be required at all levels. One permanent refreshment booth should be provided on the banquet floor not in the same area as the washrooms and immediately adjacent to servery. (Maximum size available)

### (10) Stage and Dressing Rooms

A portable stage of approximate size 40' x 60' will be required. The stage should be provided in sections so that flexibility is provided in terms of size and location.

The location of the stage must be determined to provide for adequate projection lighting and curtain for the stage should theatrical presentations be held.

Dressing Rooms should be located at both the first and second levels as follows and located near proposed location of stage.

#### Level 1 - Exhibition Hall

2 small two (2) person dressing rooms = 200 square feet

2 large six (6) person dressing rooms = 400 square feet

#### Level 2 - Banquet Hall

2 small two (2) person dressing rooms = 200 square feet

2 large six (6) person dressing rooms = 400 square feet





### (11) Washrooms

Washrooms must be located at the Banquet Hall level (level 2) to provide for 2,000 people at a banquet. Accessibility is important near the lounge or storage areas.

### (12) Rendering

This is very important consideration of the design of the interior of both the Banquet Hall and Exhibition area.

We would recommend that a special consultant be hired to deal with this task.

### (13) Cloak Rooms

A cloak room should be established at this level to provide space for 2,000 coats. It is preferable that it be located in a holding area as opposed to being accessible directly to the Banquet Hall floor.

## (b) Exhibition Area

### (1) Space Allocation

It is recommended that the exhibition area be of minimum size of 20,000 square feet and be located at level 1 (approximate elevators 322 more or less). This area would be columned at 30 feet spacing to support the level 2 Banquet Hall and would be surrounded by a permanent wall system but would be divisible into at least six (6) meeting rooms. Flexibility is required such that rooms of different sizes and seating could be arranged. Accordingly, the partition systems must be retractable to full height and sound absorbing and be managed by hand.

### (2) Seating

Seating is recommended to be upholstered folding or stacking chairs. Storage rooms must be supplied to store all chairs on this level.

### (3) Booth Grid and Utility Ports

The floor booth grid system should be determined on the basis of 10' x 10' booths with a minimum 10 feet aisles. Accordingly, the utilities must be provided from floor ports and supply the following:



- a) Electrical connections to 3 phase, 4 wire ground 550 volt power split to 220/208 - 120 volt
- b) Telephone taps
- c) Cold water
- d) Waste water connection
- e) Natural gas
- f) Spare ducts for additional temporary services

#### (4) Head Room and Ceiling

In our opinion, the clear head room between the floor and suspended ceiling should be in the order of 22 feet. The ceiling should provide a lighting and sound system which is compatible with banquet use and should relate to the booth grid system and utility ports.

#### (5) Lighting

A separate incandescent lighting system with dimmer control should be provided similar to the banquet hall to allow for different types of functions. The system must be flexible to permit control by zones.

The ceiling because of its height should also be the main source of exhibit lighting (warm mercury vapour type).

#### (6) Sound Requirements

- a) Walls will be required to absorb general noise. The design of the wall system must be considered with the rendering of the area.
- b) High quality sound system should be provided and properly zoned.
- c) Roof will be required to be specially designed.
- d) The separation walls should be retractable to the full height with a sound absorbing partition system. The partition should be stored in separate enclosed storage areas and designed to be moved by hand.





(7) Floor

The floor of the exhibition hall should be of a hard polished material (high density terrazo) and completely waterproofed to allow for easy floor maintenance. The following is also recommended:

a) Minimum live loading = 300 pounds per square foot

(8) Servery

Discussed under (a) Banquet Hall

(9) Refreshment Booths

Portable refreshment booths are required and are recommended for this level. Storage should be provided for this.

(10) Stage and Dressing Rooms

Discussed under (a) Banquet Hall

(11) Washrooms

At this level (level 1) we would recommend that washrooms be located in the lobby or holding areas, so that flexibility is offered in terms of accessibility.

(12) Rendering

Here again in the exhibition area, the rendering of this room as it relates to trade shows and also to meeting rooms is important. Accordingly, we recommend that a special consultant be hired to deal with this subject.

(13) Cloak Room

A central cloak room should be established at this level to provide space for 1,000 coats. The room should be located and accessible to the lobby at this level.



### (c) Meeting Rooms

Generally, under these recommendations, the meeting rooms are proposed to be located in levels 3 and 4, surrounding the banquet hall above level 2. The two (2) floor levels 3 and 4 are recommended to include meeting rooms, service corridors, lobbies, washrooms and lounge area (100 lbs./ft.<sup>2</sup>)

It is important that where possible that some flexibility be offered in these areas so not as to have permanent walls in all rooms. Rooms should range in size to accomodate 20 to 400 persons at these levels.

Wall systems should be developed to include the following:

- |                                     |   |                    |
|-------------------------------------|---|--------------------|
| a) microphone system                | ) |                    |
| b) blackboard                       | ) |                    |
| c) corkboard                        | ) |                    |
| d) lighting                         | ) | Concealed in Walls |
| e) screens                          | ) |                    |
| f) telephone and<br>co-axial cables | ) |                    |

### (d) Additional Requirements

#### (1) General Remarks

The facility which is recommended is shown in the attached Appendix and includes generally the following main functions:

- |                          |           |
|--------------------------|-----------|
| a) Main Exhibition Hall  | (Level 1) |
| b) Banquet Hall          | (Level 2) |
| c) Meeting Room Level    | (Level 3) |
| d) Meeting Room Level    | (Level 4) |
| e) Studio Theatre        | (Level 2) |
| f) Lounge (bar)          | (Level 2) |
| g) Dining Room & kitchen | (Level 2) |

#### (2) Studio Theatre

It is recommended that the existing Studio Theatre be re-located upwards to the level 2 and become part of the Trade Convention Complex at level 2 accessible from the Plaza level. It is required that the present space allocation at level 1 be used for lobby purposes.





In addition to this, consideration must be given to solving some operational problems in Hamilton Place dealing with:

- a) bonded storage
- b) movement<sup>of</sup> materials from east to west

### (3) Lobby and Holding Areas

It is important in our opinion that as large a lobby be constructed in association with the level 1 and plaza level so that access can be made from either level (elevation 321 and plaza level 334). The lobby should, therefore, in our opinion, be located in the south-west quadrant and be open to level 3.

Holding areas are also required for level 2 in association with:

- a) the Studio Theatre
- b) the Banquet Hall

Four or more doors will be the control points where the tickets will be taken and it is essential that these people be processed as quickly as possible. The floor of the lobby should be of a hard surfaced finish that will allow for easy maintenance. A carpeted floor is not suitable. The ceiling should be at least 20 feet high so as to give a feeling of spaciousness. A high ceiling can also be used for overhead signs for registration desks.

The size of the lobby will be determined by the capacity of the main exhibition area, but should be a minimum of 5,000 square feet.

### (4) Plaza

In order for the functions within the Centre to be accessible, it is important that flexibility be established. To explain this, it is important that all levels be made accessible through the lobby area from both level 1 and the plaza in the south-west quadrant. In addition, we would recommend that the plaza be taken around the north side of the structure at the 334 level for the following reasons:

- a) future extension easterly over MacNab Street
- b) access provided to level 2 and then to levels 3 and 4 meeting rooms via a lobby.



### (5) Trucking and Storage

In our opinion, the present scheme as proposed provides adequate loading docks and storage area for materials. It is required, however, under this scheme that a freight elevator be provided to provide for the lifting of trucks to the level 2, if required (similar to Calgary Centre) and at the same time access through to level 1 directly for on-floor loading and unloading.

### (6) Garbage

It was somewhat surprising that garbage handling has not been adequately handled in any of the centres. In our opinion, this problem will require further study in the future. The following is recommended for consideration:

- a) Garbage Room be established with 200 square feet of space for materials handling
- b) Commercial compactor be acquired
- c) Garbage Room be adjacent to kitchen and loading docks
- d) Consider commercial haulage firm to deposit and pick up removable garbage container as required.
- e) Garbage containers be acquired for maintenance staff (rolling stock)

### (7) Box Offices

This facility should have included in the main lobby area (level 1) provision for at least four (4) ticket wickets with adequate space for desks and storage. In addition, at least two (2) permanent ticket wickets are required on level 2 to relate also, when required, to the banquet hall for some functions.

A minimum of 500 square feet is also required for the Box Office Manager. The room should be as bright and comfortable as the staff is required at times to work long hours. The floor should be carpeted and a small built-in safe will be required in the main box office.

### (8) Offices

The building will require office space for the Trade Convention Manager and office staff together with a Business Meeting Room adjacent to the Manager's office. In our opinion, this space requirement would be in the order of 700 square feet.





(9) Other Considerations

Space is required for the following:

- a) Sound and Projection (Level 2)
- b) Press Room (Level 2)
- c) First Aid (level 1) with direct access to street
- d) Storage Rooms (All levels)
- e) Language Translation Booths (Level 3) looking into the Banquet Hall
- f) Public Agencies

(1) Hamilton Visitors & Convention Bureau (Level 2)

(2) National Film Board (Level 3)

The requirements of these two (2) public agencies have been set out in previous reporting. We have included these requirements below. In our opinion, however, there is not adequate space for these functions and these offices should not be placed in this complex.

(1) Hamilton Visitors and Convention Bureau

-will require a public reception lobby, six (6) private offices, storage space for brochures and a large board or meeting room (2000 square feet)

(2) National Film Board

The total required space would be a maximum of 5000 square feet and should include a public reception lobby, five (5) private offices, film library and storage, an area for individual screening booths and a small screening room with projection booth and seating for 100 - 150 people.

g) Show Manager's Office

An office is required for the Show Manager adjacent to the main floor (400 square feet)



(10) Lounge (Bar)

Consideration should, in our opinion, be given to including in this complex a lounge in the level 2 area associated with the plaza which would be operated in association with the following functions:

- 1) Studio Theatre
- 2) Theatre
- 3) Plaza
- 4) Art Gallery
- 5) Conventions

In our opinion, this lounge could be in keeping with the decor of all the other functions and designed with a specific theme in mind. In addition, it should be operated by the staff at the complex.

(11) Dining Room and Kitchen

From our experience, together with the need for dining facilities associated with the complex, we recommend that a dining room and associated kitchen be located at level 2. The facility would be leased to an operator. Seating capacity should be in the order of 100 persons and associated, if possible, with the above mentioned lounge (bar).





RECOMMENDATIONS

- (1) That your Committee approve in principle the enclosed recommendations and that the Centre generally include the following:
- a) Main Exhibition Hall (Level 1)
  - b) Banquet Hall (Level 2)
  - c) Meeting Room Level (Level 3)
  - d) Meeting Room Level (Level 4)
  - e) Studio Theatre (Level 2)
  - f) Lounge (Bar) (Level 2)
  - g) Dining Room and Kitchen (Level 2)
- (2) That your Committee recommend that the Province of Ontario (Mr. Guido Laikve) be requested to undertake to review these requirements with their Architect (Trevor Garwood Jones) and to provide the Corporation of the City of Hamilton with an estimate of cost for this facility over and above Three Million Dollars excluding furnishings.



Appendix

- 1) Convention Centres - Summary Tabulation
  - a) Winnipeg
  - b) Calgary
  - c) Phoenix
  - d) Tuscon
  - e) Denver
  - f) Quebec City
- 2) Proposed Sketch Plans - showing proposal
- 3) Area Analysis



## CONVENTION CENTRES - SUMMARY TABULATION

\*\* Exhibition Hall and Arena  
can be combined into one  
large hall

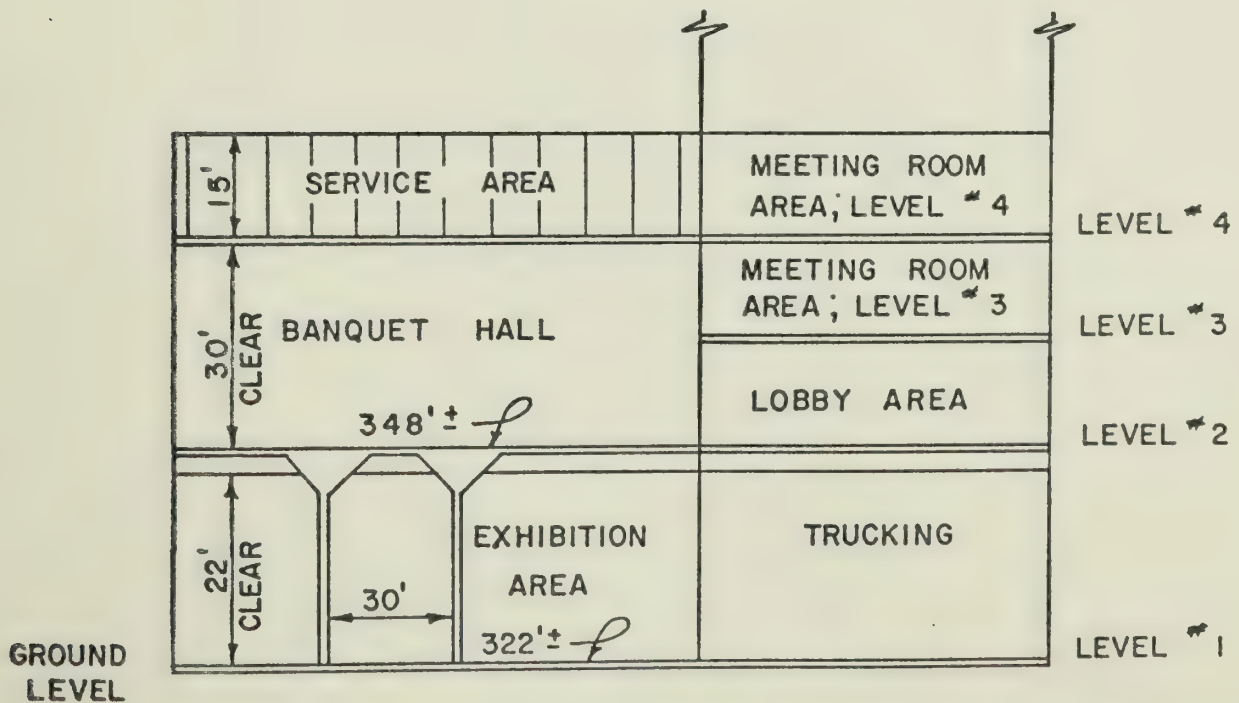
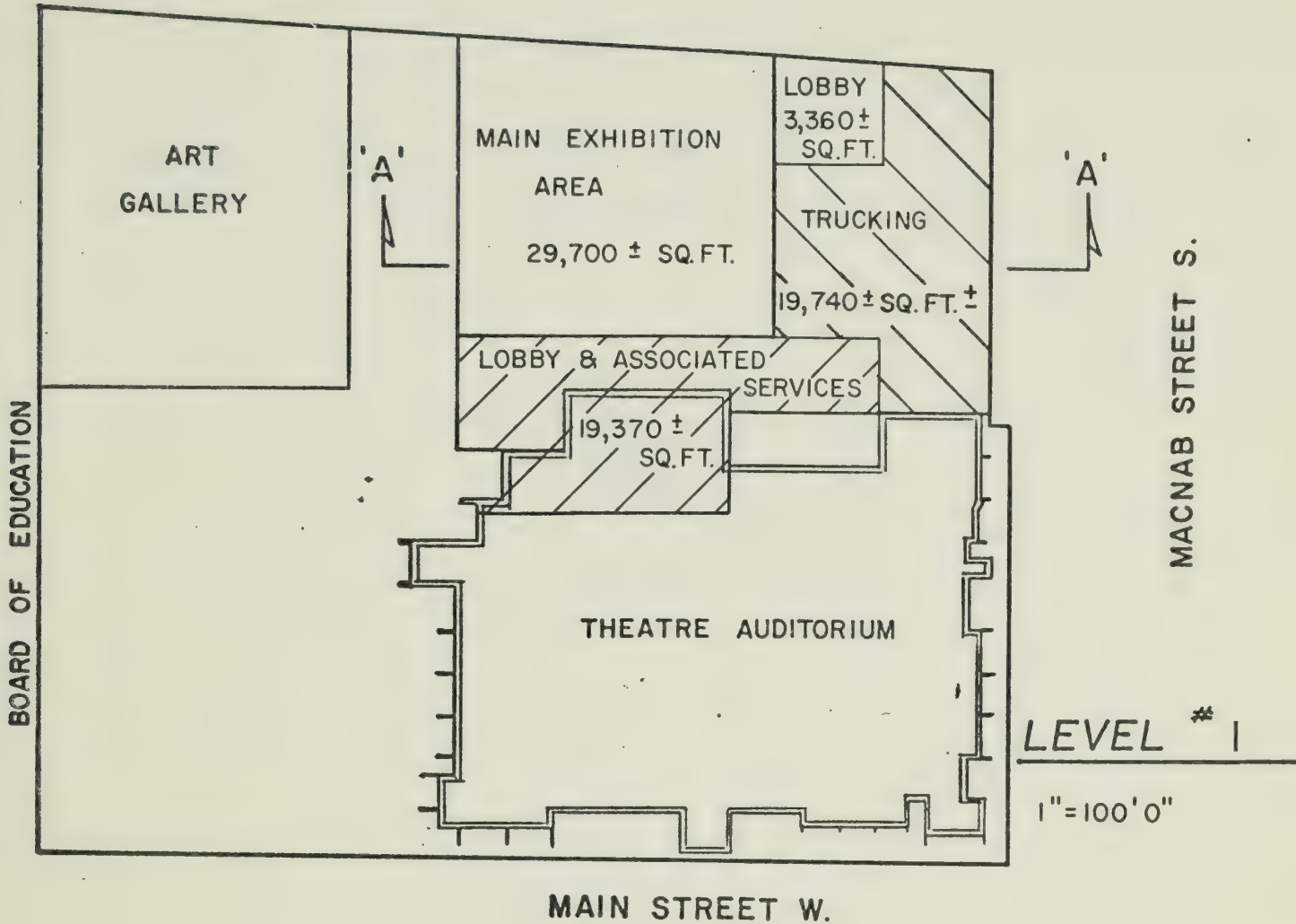
LOCATION	TYPE OF COMPLEX	MAIN CONVENTION HALL				MEETING ROOMS		Other Facilities Within the Complex	FOOD FACILITIES			Capital Cost (Millions)
		Main Function	Clear Ceiling Height	Columns or free	Size (Sq. ft)	No.	Size		Full Kit- chen	Warm up	Catered	
Winnipeg	Exhibition Hall with meeting rooms and a commercial/area	Large Trade Show	30	Free	78,000	18*	26,150	Commercial Area Parking (600 cars)		X	X	25
Calgary	Convention centre with a Banquet Hall Exhibition Hall and Meeting Rooms	a) Banquet Hall b) Exhibi- tion Hall	20 14	Free Columns	20,000 23,740	10*	23,470	Banquet Hall Foyer (9,275 sq. ft.) Foyer Annex (3,375 sq. ft.) Indoor Garden Terrace (11,697 sq. ft.)	X			8.25
Phoenix	Civic Centre with a Convention Hall, Theatre, meeting rooms & plaza	Large trade shows and conven- tions	28	Free	20,000	20*	10,000	Theatre 2,567 seats - Plaza Parking 1700 cars	X			21
Tucson	Civic centre with exhibition hall, arena, music hall and theatre	a) Exhibition and b) Arena **	24 28	Free Free	23,800 32,250	8*	10,640	Music Hall 2300 people - Theatre 575 people - Park- ing 1279 cars		X	X	18.8
Denver	Civic Centre with an Exhibition Hall, Arena & Theatre	Large Trade Shows	48	Free	100,000	20	28,554	Arena 7,387 people Theatre 2240 people			X	
Quebec City	Convention Centre & Meeting Rooms	Conventions Banquets & Trade Shows	22	Free	26,000	12		Hotel Parking 700 cars	X			3





# CONCEPT PLANS

KING STREET W.



## SECTION 'A-A'

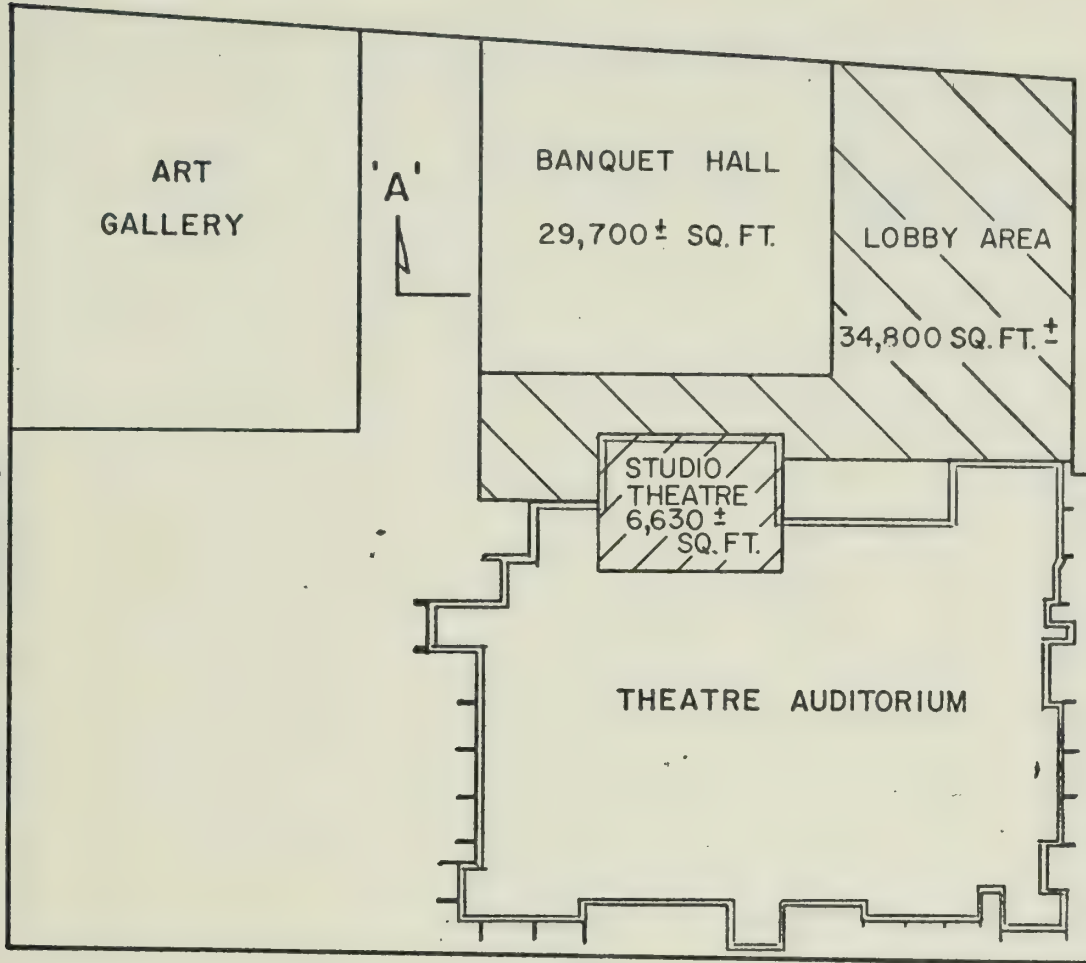
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# CONCEPT PLANS

KING STREET W.

BOARD OF EDUCATION

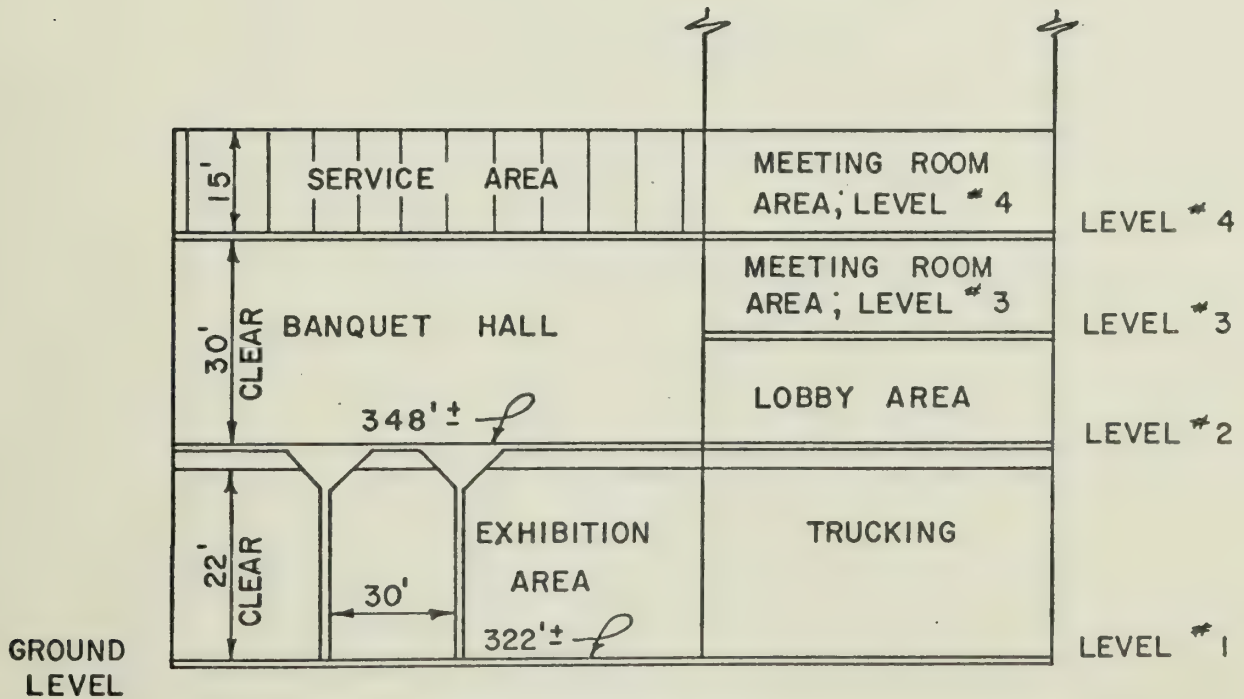


MACNAB STREET S.

LEVEL # 2

1"=100' 0"

MAIN STREET W.



SECTION 'A-A'

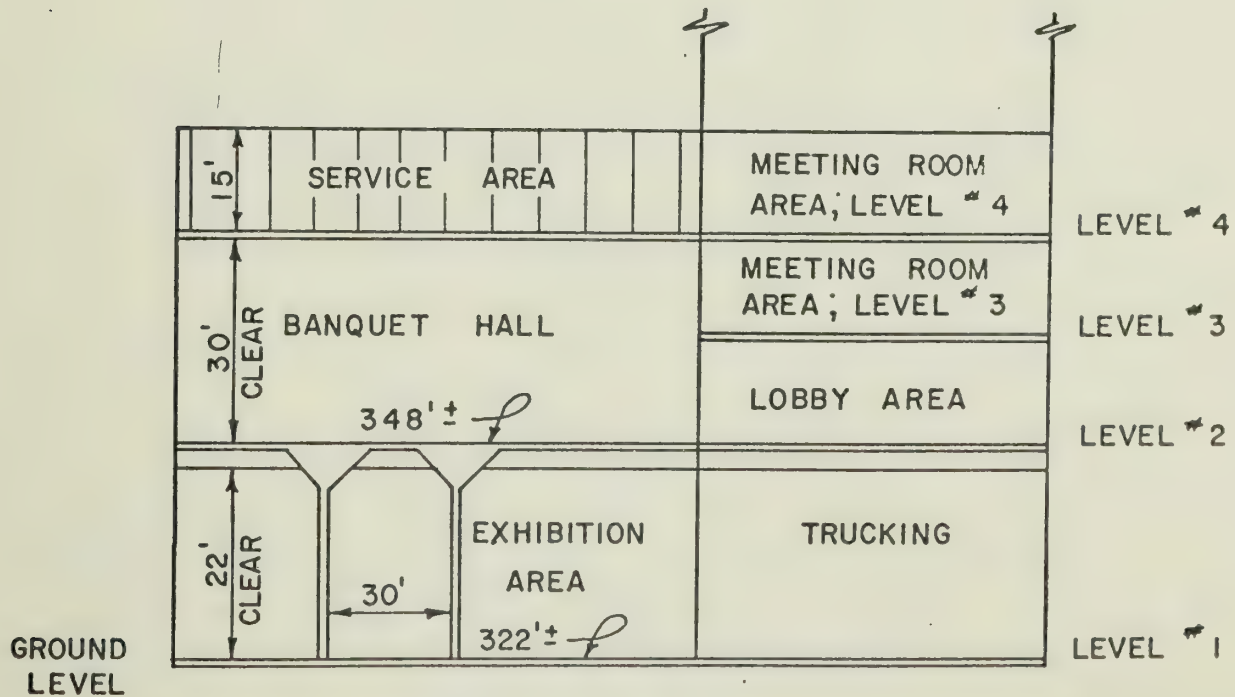
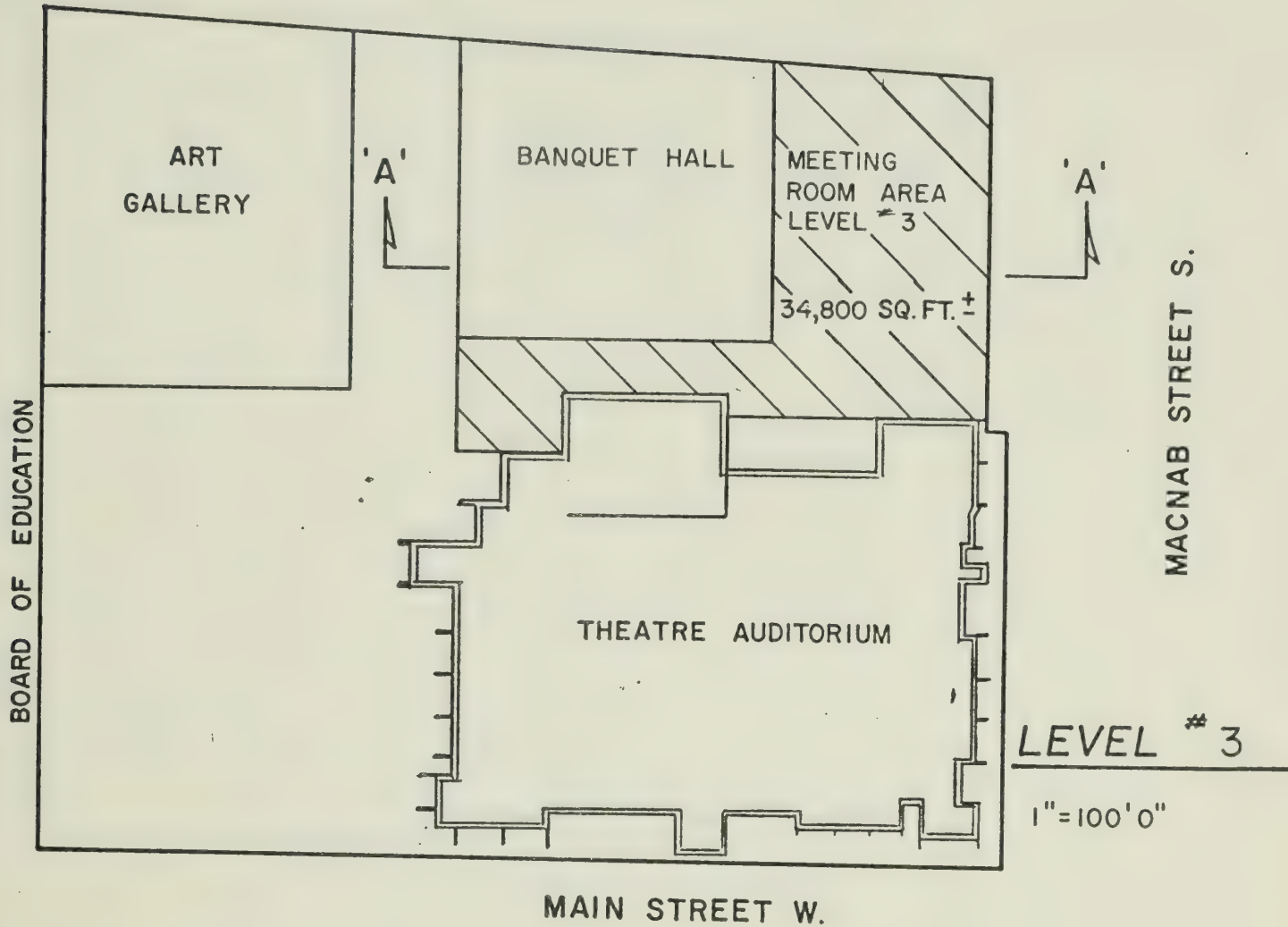
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# CONCEPT PLANS

KING STREET W.



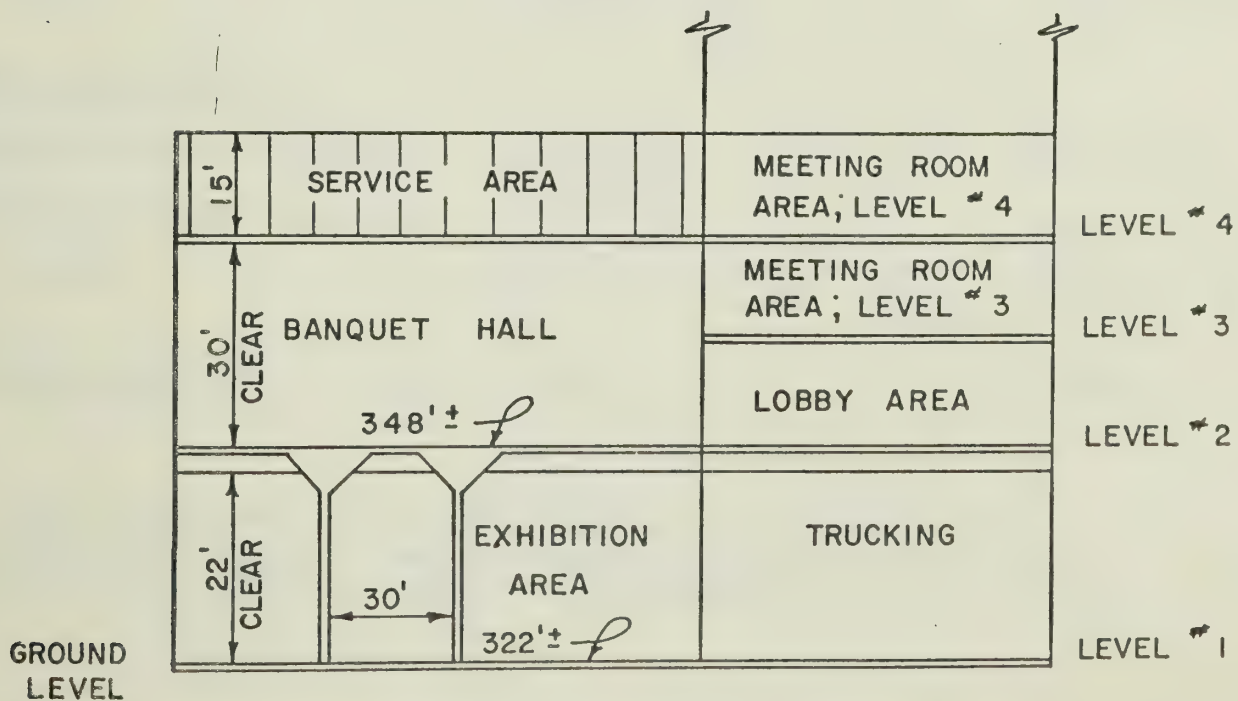
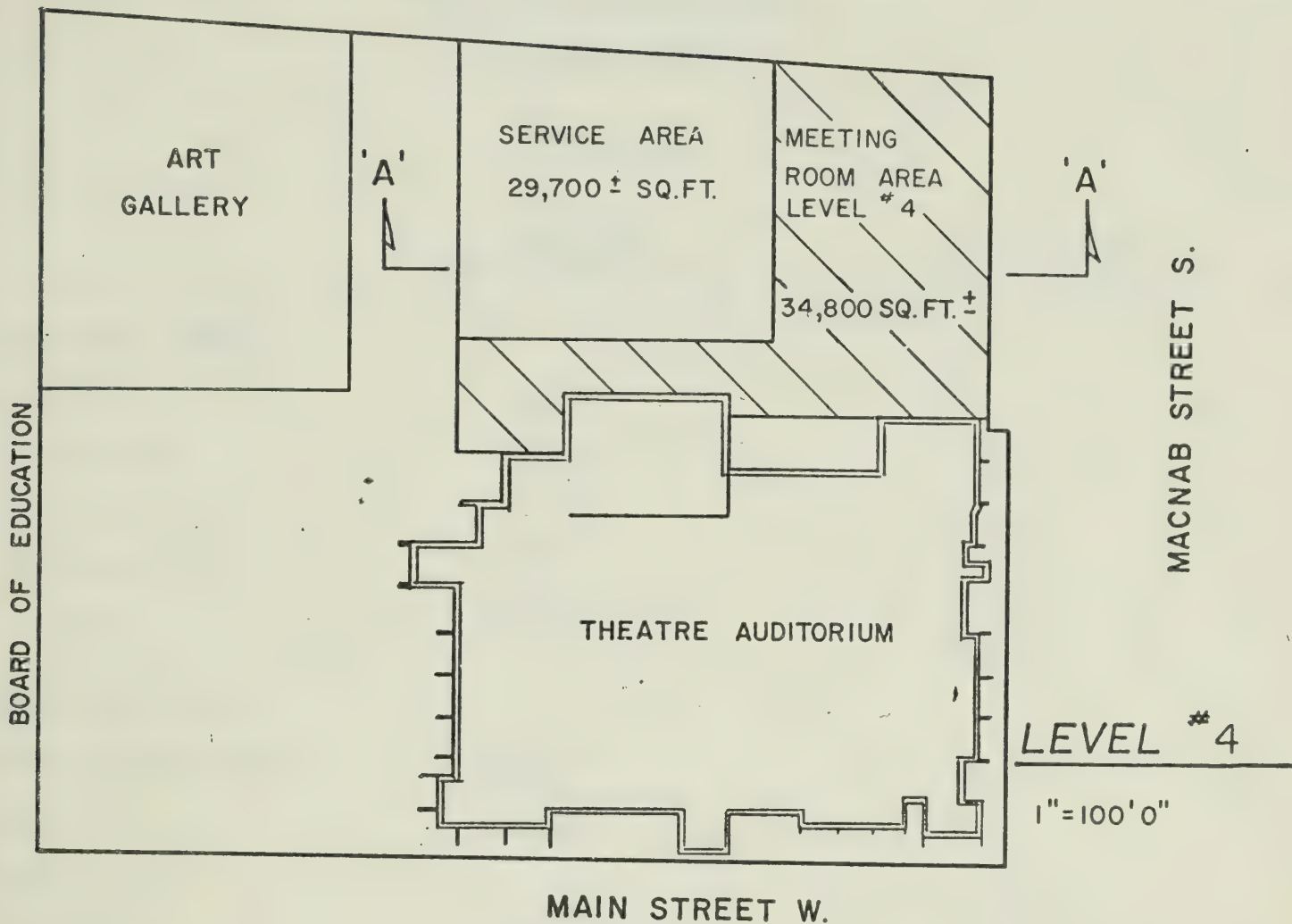
## SECTION 'A-A'

N.T.S.



# CONCEPT PLANS

KING STREET W.



## SECTION 'A-A'

N.T.S.



TRADE AND CONVENTION CENTRE

HAMILTON, ONTARIO

AREA ANALYSIS

PLANS FROM  
TREVOR GARWOOD JONES

CITY OF HAMILTON  
CONCEPT DECEMBER 1973

FLOOR AREA (GROSS)

Main Floor Area	53,800	72,170
Second Level	28,000	71,130
Third Level )	32,350	34,800
Fourth Level )		34,800
Total	114,150 sq. ft.	212,900 sq. ft.

EXHIBIT AREA (NET)

Main Exhibition Area	26,100	29,700
Mezzanine	14,100	
Banquet Hall		29,700
Total	40,200 sq. ft.	59,400 sq. ft.

OTHER FLOOR AREA (NET)

Meeting Room Area Level 3 )	21,400	34,800 *
Meeting Room Area Level 4 )		34,800 *
Total	21,400 sq. ft.	69,600 sq. ft.

<u>RENTABLE AREA (NET)</u>	61,600	129,000
----------------------------	--------	---------

\* We have assumed that the total Meeting Room areas (Levels 3 and 4) including lobbies, etc., would be rentable at this stage in that detailed design will be required to be determined.







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